

Shiseido's Hospitality of Sounds that Touches on the Skin and Heart Aesthetic Music Software *SHISEIDO OMOTENASHI Sound* Developed

Shiseido Co., Ltd. has developed the SHISEIDO OMOTENASHI Sound^{*1}, aesthetic music software that enhances the power of touching the skin, with the aim of snuggling up to the customer's skin and heart and deepening our hospitality further. "By introducing this sound when treating the skin as "acoustic beauty care," we will make skin care techniques by our beauty consultants ("BC") and skin care by the customers on their own "even more enjoyable and beautiful."



^{*1} SHISEIDO OMOTENASHI Sound URL: <http://www.shiseido.co.jp/sound/>

SHISEIDO OMOTENASHI Sound



The "SHISEIDO OMOTENASHI Sound" is composed based on the movements of touching the skin by combining "comfortable rhythms" with "the sound of water droplets." By enhancing hospitality through sounds, this music software allows the customer to appreciate the comfort of skin care techniques or feel of cosmetics even more keenly.

In developing this sound, muscle potentials^{*2} were measured of the arm when Beauty Specialists^{*3} chosen from among 10 thousand BCs from around the country performed skin care techniques. We then selected the optimal tempo when we perform skin care based on that data. With this tempo as an image source, using the sound of water droplets, Shiseido co-produced this sound with music composer Mr. Junichi Kamiyama^{*4}. The sound of water droplets conjures up a feel of hydrating the skin while the comfort you feel when you touch the skin gently is represented through smooth melody.

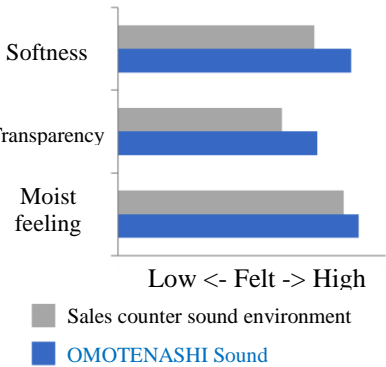
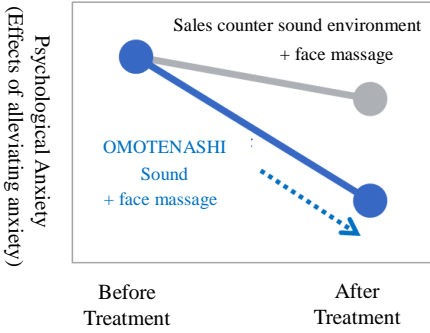
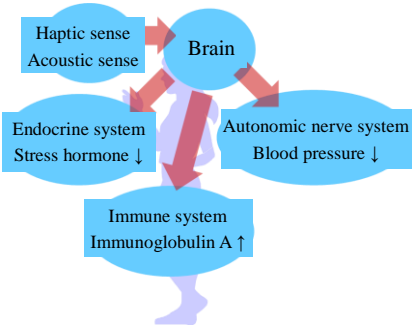
^{*2} Electric voltage generated when muscles move

^{*3} Shiseido Beauty Specialist Website URL: <http://sbs.shiseidogroup.jp/>

^{*4} Has composed a great many tunes with nature as material. A member of the Japan Composers and Arrangers Association.

The Effects of "SHISEIDO OMOTENASHI Sound"

When our BCs gave skin care treatment to 20 women for 20 minutes with the SHISEIDO OMOTENASHI Sound on, in comparison with a sound environment at a shop counter, the following effects were identified:

(1) Real feelings of the effects on the skin	(2) Psychological effects	(3) Effects on the whole body
<p>Real feelings of “the effects on the skin that you have after skin care treatment, such as “softness of the skin,” “a sense of transparency” and “a moist feeling,” were enhanced with this sound on.</p>  <p>Low <- Felt -> High</p> <p>■ Sales counter sound environment ■ OMOTENASHI Sound</p> <p>- n = 20 Impression evaluation using Visual Analog Scale (VAS) - Significant difference was identified for all (p<0.05)</p>	<p>It was also revealed that when giving skin care treatment with this sound on, the effects of eliminating a feeling of anxiety and of relaxation were enhanced.</p>  <p>Psychological Anxiety (Effects of alleviating anxiety)</p> <p>Before Treatment After Treatment</p> <p>- n = 19 Impression evaluation using State-Trait Anxiety Inventory (STAI) - Significant difference was identified (p<0.01)</p>	<p>When giving skin care treatment with this sound on, blood pressure reductions and effects on the whole body were identified, including stress hormone (cortisol) reductions and changes in immune system indicators (immunoglobulin A).</p>  <p>- n = 20 The results of various physiological indicators before and after skin care treatment - Significant difference was identified for all (p<0.05)</p>

How to Promote “SHISEIDO OMOTENASHI Sound”

1. Use by BCs’ skin care treatment at the Sales Counter and for Educational Activities

We have been distributing the “SHISEIDO OMOTENASHI Sound” to the “Beauty Tablet (B-TAB),” a mobile tablet that BCs use when treating customers in Japan, since November. We will use the sound when giving skin care treatment at the sales counter as well as for activities to educate BCs.

2. Use by Customers Themselves for Skin Care at Home

Shiseido’s general beauty website “Watashi +”^{*5} distributes the “SHISEIDO OMOTENASHI Sound” (<http://www.shiseido.co.jp/sound/>).

Along with this sound, we deliver tips and know-how on beauty in the form of a video so that our customers may be able to use when treating the skin on their own.